Heath Weaver

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Career

Personal project to explore AI at EmailsandDeals.com

September 2024 – Present | Remote

- Integrated AI systems for email content review and deal extraction, improving deal extraction accuracy from 80% to 95%
- Managed database design and optimization using MariaDB, reducing page load times from 18 seconds to under 1 second
- Developed 12 microservices in Python for email processing, achieving a processing rate of 1 email every 5 seconds

Managing Director at Essence of Email Agency

June 2019 – April 2024 | Remote

- Overhauled customer segmentation and email strategies, boosting client revenue by 34%
- Created a project planning system, increasing productivity by 94%
- Developed a vision focused on expertise areas, increasing client retention by 100%
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction

VP of Marketing at Trilogy Software

April 2018 – February 2019 | Remote

- Developed Marketing assembly lines for 15 SaaS products, enhancing streamlined product launches and sales strategies.
- Delivered 25% of a four-week Sales boot camp, significantly improving the sales team's capabilities.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

August 2013 – August 2017 | Remote

- Directed daily operations of POS & display advertising agency, enhancing client businesses through testing and optimization of digital presence.
- Advised corporate clients on multichannel e-business strategy, delivering bespoke, high-impact POS and digital advertising solutions.

Director, Europe at High Position Agency

April 2010 – June 2011 | Partially Remote

- Developed and implemented business strategy with the Board of Directors, resulting in a 75% increase in revenue for High Position Agency.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

July 2007 – March 2010 | Brussels

- Aligned European search activities, resulting in a 103% lift in search traffic year-on-year.
- Increased Direct Sales by 300% over three years through effective management of Search Marketing program.

- Developed 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to over 5% operational profit in three years.

Manager, Finance at Sony VAIO Europe
October 2003 – July 2007 | Brussels

- Led worldwide profitability analysis initiatives, creating Sony's first worldwide Marginal Profit analysis, enabling granular profitability insights by country/product/dealer.
- Developed 'locomotive' strategy, contributing to VAIO's profitability turnaround from 0% to 5% operational profit in 3 years, noted in Sony's annual report.
- Increased Revenue by 300% while reducing costs by 5% through Cost of Sales ROI strategies, balancing aggressive growth targets with profitability.

Financial Analyst and Investor Relations at Charlotte Russe
October 2002 – May 2003 | San Diego

- Automated reporting using Excel VBA (Macros), significantly enhancing management productivity by streamlining data analysis and presentation.

Education
Dixie State University - in Business Administration with Accounting and Marketing Emphasis
August 1997 – April 1999 | St. George, UT

Skills
Business Development: Sales Strategy • Retention • Sales Operations • Direct Sales • High Ticket Sales • Sales Team Performance Analysis

Finance: Financial Analysis • Investment Advisory • Previously US Series 7 Licensed • Investor Relations • Budget Management • Profitability Analysis • P&L Management • Market Analysis • Tableau • SAP

Leadership & Management: Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital: Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth & Performance Marketing • Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical: AI Implementation • Custom GPT Development • Process Documentation • Testing • SQL • Deno • Python • PostgreSQL • Excel VBA • API Development

Languages: English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: da129e2477e7c8ae5023